



WORKSHOPS AGRICULTURAL MARKETING

How can you implement your budget optimally?

Like the agriculture itself, the media landscape and agricultural advertising are undergoing drastic structural change. Have you already reacted to this? Do you just ›continue‹ your media planning and PR strategy, or do you want to review your concept?

We recommend our in-house workshops on media planning, agricultural trends and agricultural structures as well as PR work.

Do you optimally address your target groups?

We introduce you to trends in the target groups, media trends and experiences in the mix of print and online advertising and determine with you ways to optimize your media plan as well as your PR strategy.

The GMC workshops are aimed at managing directors, marketing managers and employees in the marketing departments.

Your referent



Dipl.-Ing. agr. Dirk Gieschen has specialized in the analysis of agricultural trends as well as strategy and marketing consulting for companies in the agricultural sector for more than 25 years.

AGRICULTURAL MARKETING



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OPTIMISE YOUR MEDIA STRATEGY

MARKET ENTRY STRATEGY

PUBLIC RELATIONS

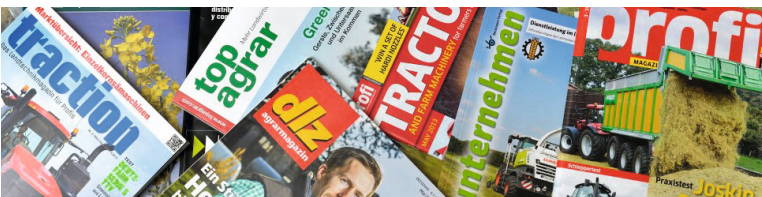
MEDIA PLANNING

AD STRATEGY



AGRICULTURAL KNOW-HOW

Print and online – we work with the best agricultural media in Germany and Europe.



ADVERTISING

Targeting for optimum performance

Whether print ads, online advertising, flyers or product brochures, we use your advertising budget cost-effectively and accurately.

- media strategy, print and online
- media planning Germany and Europe
- product brochures and flyers

COMMUNICATION

Efficient and creative brand communication

Customised measures and strategies for positioning your brand will get you talking with your target audience.

- launch market entry and branding
- content management and SEO
- website and landingpage concepts
- social media and video

PUBLIC RELATIONS

Informing, building confidence and dialog

Our many years of journalistic agricultural experience ensures successful press and public relations work.

- public relations, specialist and product texts
- press conference
- communication for trade fairs and events

TREND LECTURES

News, trends and strategic issues

As part of our trend lectures, we will be highlighting relevant topics and issues relating to the agricultural industry.

- challenges and trends in the agribusiness
- agriculture 4.0
- agricultural market and agricultural policy



MARKETING, ADVERTISING & PUBLIC RELATIONS IN THE EUROPEAN AGRICULTURAL MARKET

